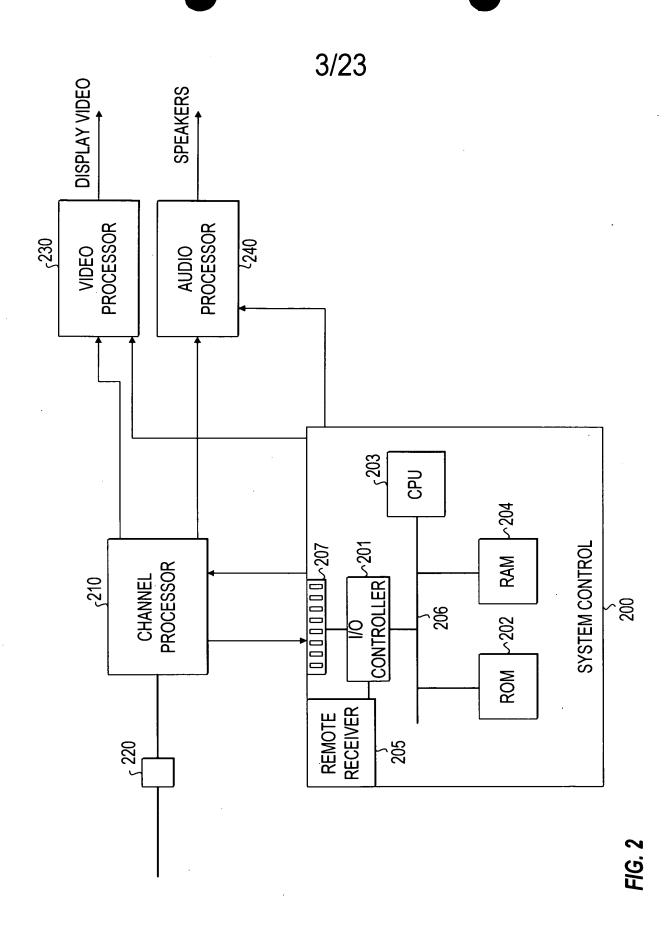


FIG. 1B



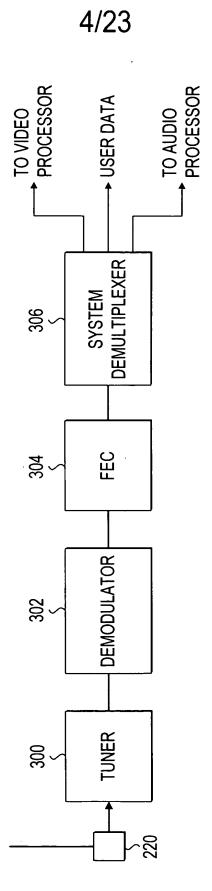


FIG. 3

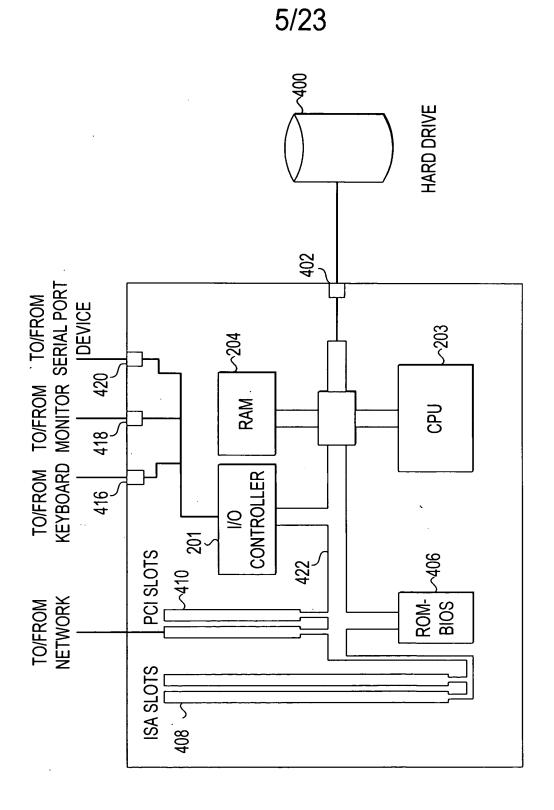


FIG. 4

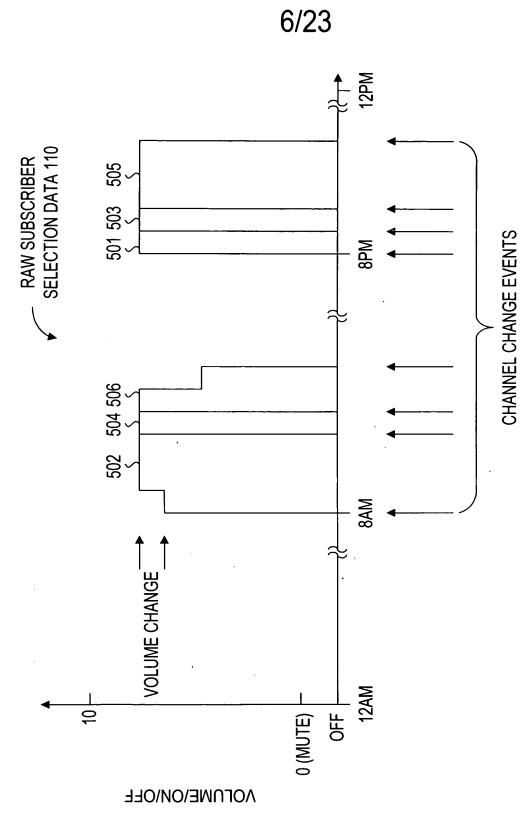
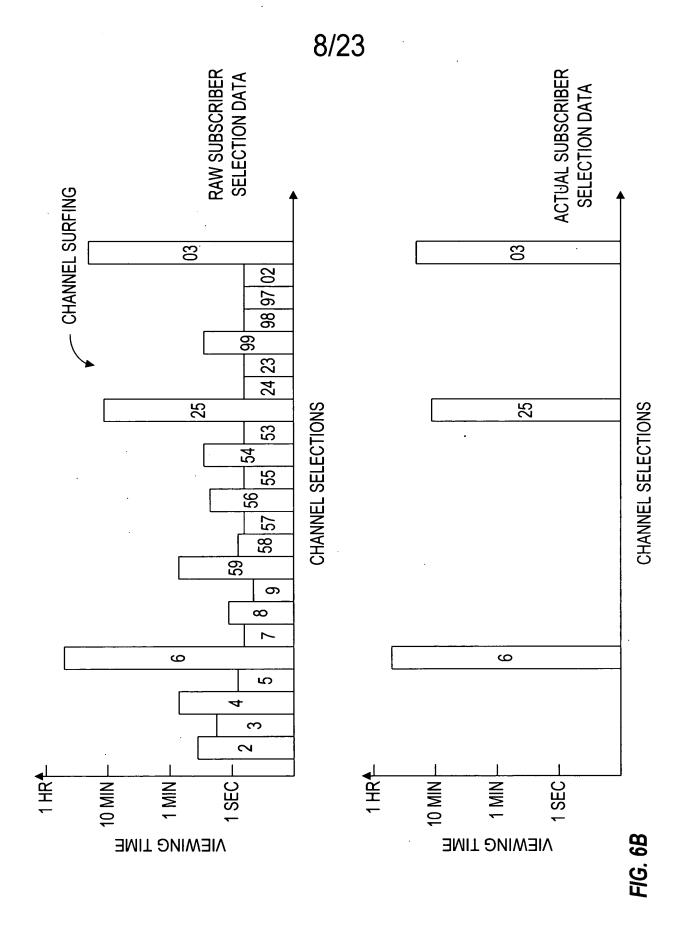
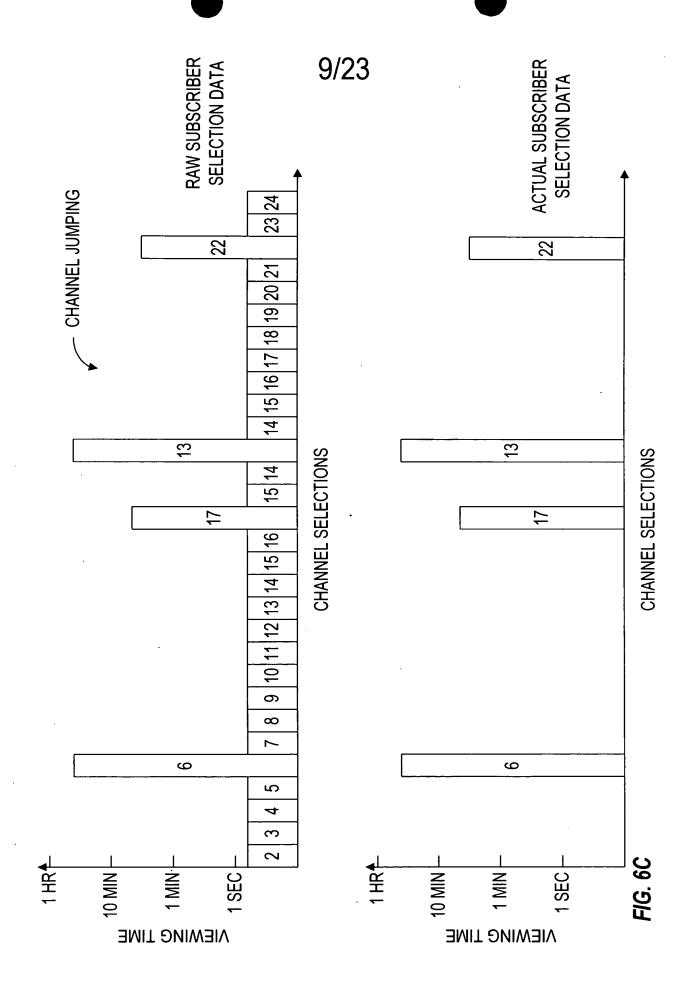


FIG. 5

| 602 , | 604 | 603 | 601 - |
|-----------------|------------|------------------------|----------|
| TIME | CHANNEL ID | PROGRAM TITLE | VOLUME |
| 08:01:25AM | 90 | "MORNING TV" | 5/10 |
| 08:01:45AM | 13 | "GOOD MORNING AMERICA" | 5/10 |
| 08:03:25AM | 13 | "GOOD MORNING AMERICA" | 6/10 |
| : 06:11:25PM | 60 | "SEINFELD" | 5/10 |
| 06:15:23PM | 60 | "ADVERTISING" | 5/10 |
| 06:17:25PM | 60 | "SEINFELD" | 5/10 |
| 06:28:10PM | 60 | "ADVERTISING" | 5/10 |
| 06:30:07PM | 52 | "LIVING SINGLE" | 5/10 |
| | | | |
| | | | |

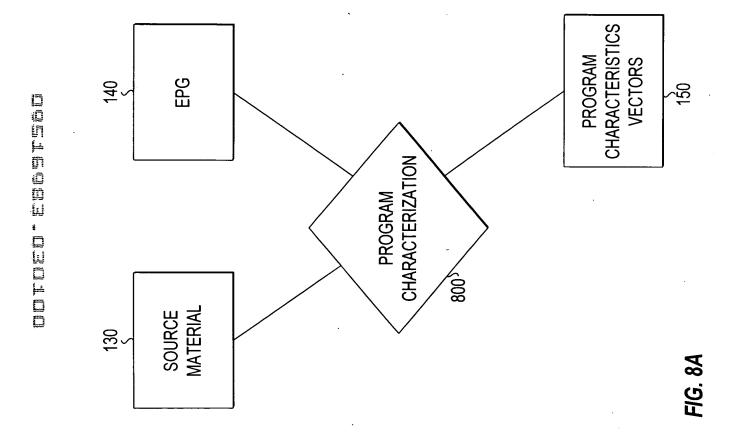
FIG. 62

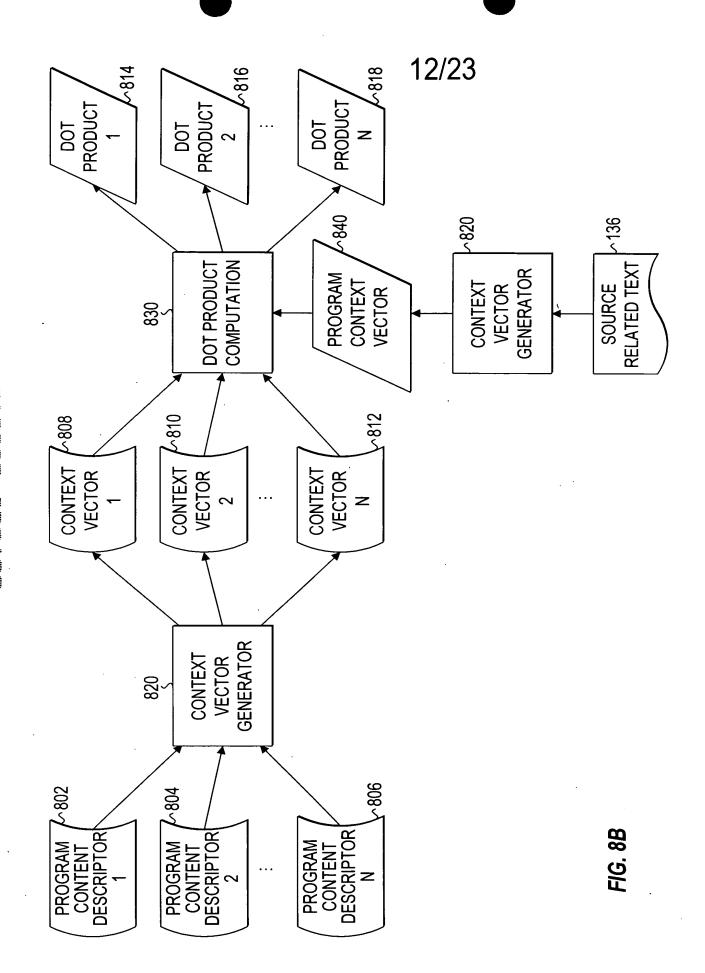




| 1 | | |
|----------|--------------------|---|
| 706 > | AVERAGE VOLUME | 5/10 |
| 704 〈 | CHANNEL | 20040 9 |
| 702 | MINUTES WATCHED | 61 0 122 0 183 |
| 700 > | TIME OF DAY | (6AM-9AM) (9AM-3PM) (3PM-6PM) (6PM-10PM) (12AM-6AM) |
| | | MORNING MID-DAY AFTERNOON NIGHT LATE NIGHT TOTAL |

FIG. 7





13/23

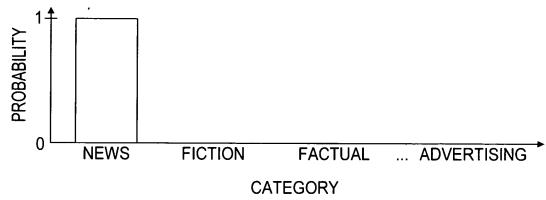


FIG. 9A

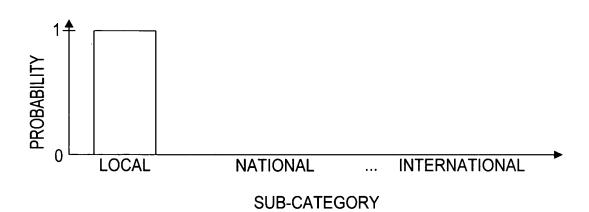


FIG. 9B

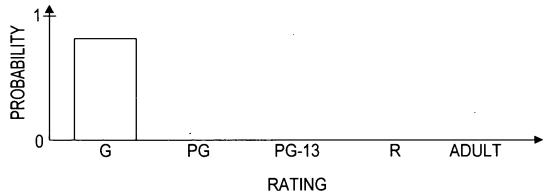


FIG. 9C

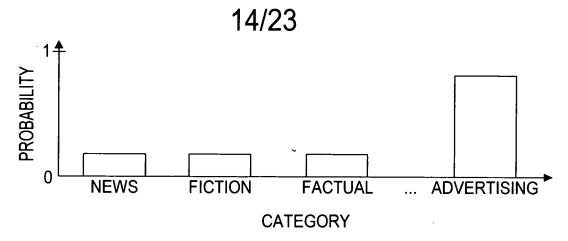


FIG. 9D

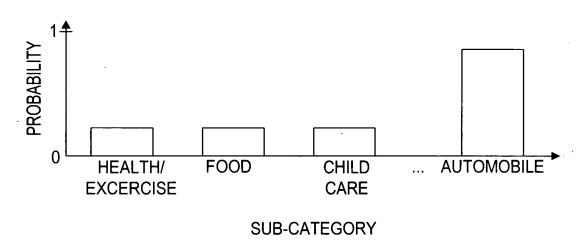


FIG. 9E

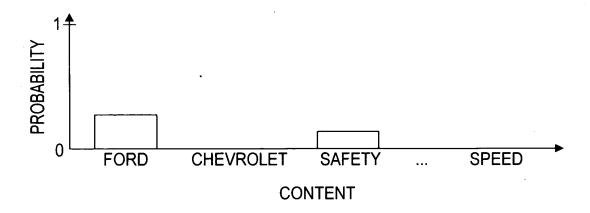
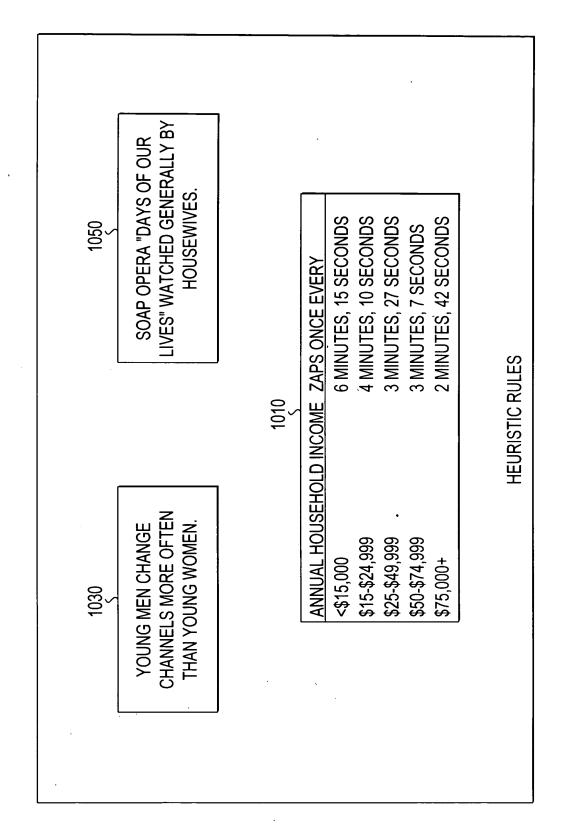


FIG. 9F



16/23 0.2 0.7 9.0 0.5 ட GENDER 0.3 0.8 0.4 0.5 ≥ χ 0.1 0. 0.4 0.3 SIZE 0.2 0.3 0.2 0.1 0.3 0.5 0.2 0.2 **DEMOGRAPHIC GROUPS** 0-20K 20-50K ... 50-100K 0.2 0.3 0.4 0.1 INCOME 0.4 0.2 0.4 0.3 0.1 >70 0.4 0.2 0.3 0.5 0-10 10-18 ... AGE 0.3 0.2 0.3 0.1 0.5 0.2

FICTION

FACTUAL

CATEGORIES

NEWS

FIG. 10B

0.1

ADVERTISING

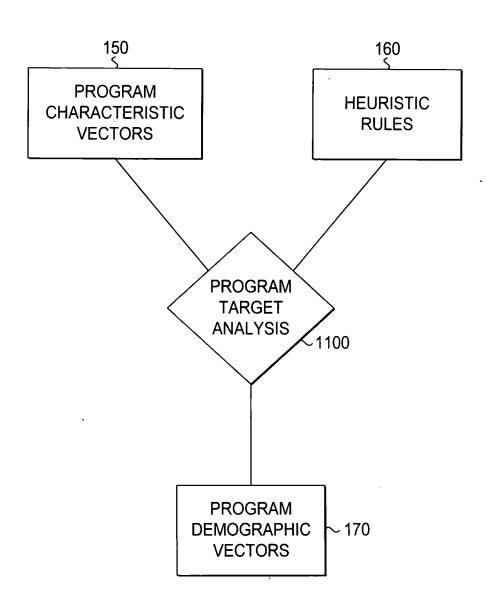


FIG. 11

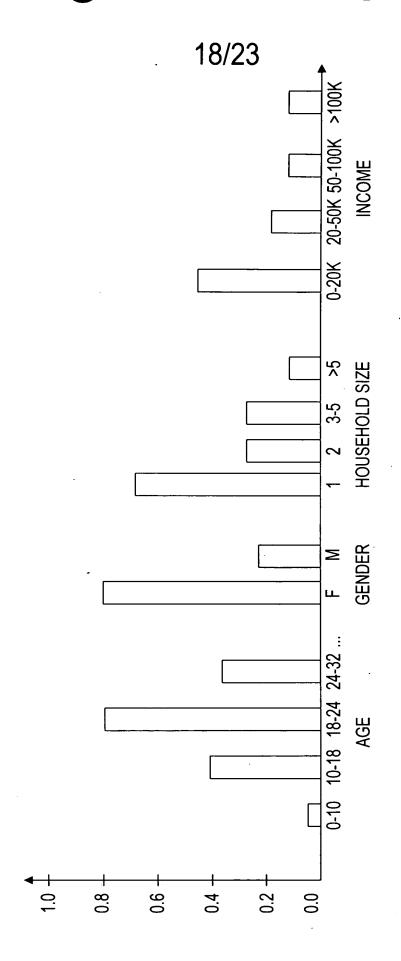


FIG. 12

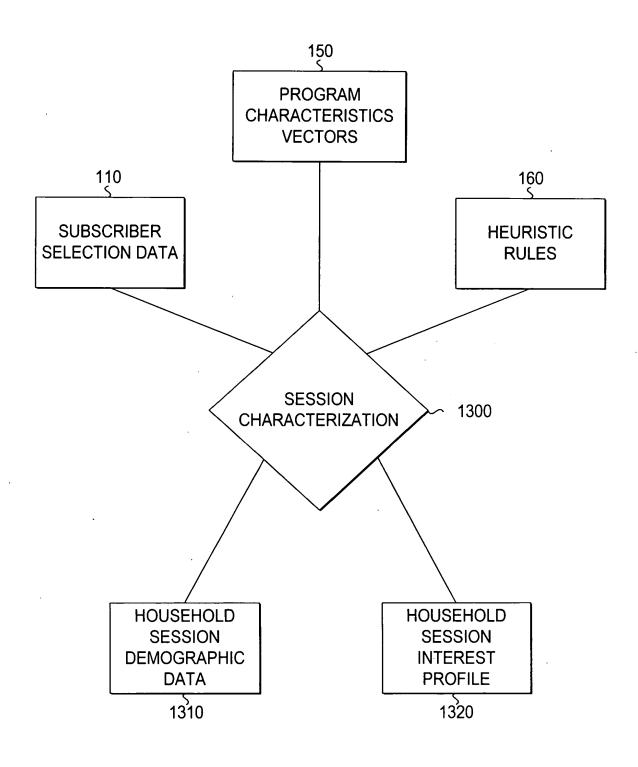


FIG. 13

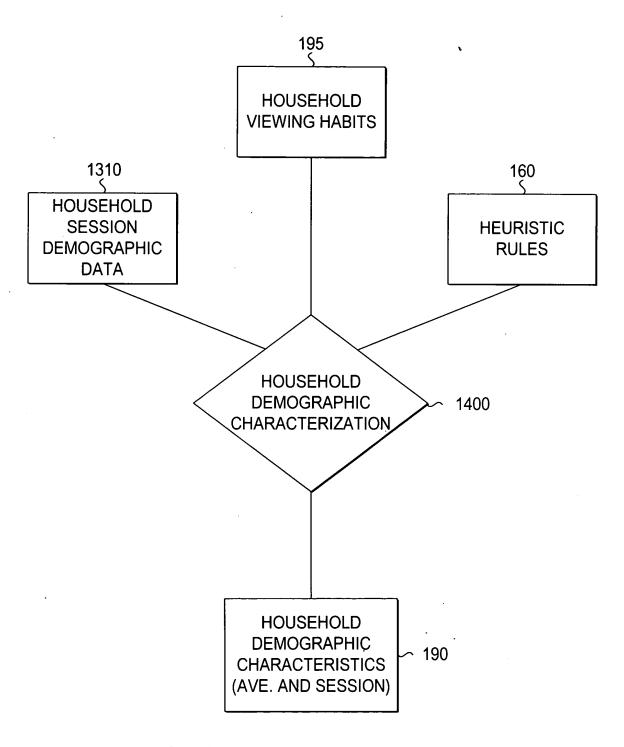


FIG. 14

| 1501 | 1505 | 1503 | 1507 |
|--|--|--|-----------------------------------|
| HOUSEHOLD PARAMETER | AVERAGE VALUE | SESSION VALUE | UPDATE? |
| SIZE AGE SEX (FEMALE=1) INCOME (\$0-\$20K) INCOME (\$20-\$50K) INCOME (\$50-\$100K) INCOME (>\$100K) ZIP CODE TELEPHONE NUMBER | 2.6 23.5 0.6 0.1 0.6 0.2 0.1 | 3.0 12 0.7 0.1 0.7 0.1 0.1 | YES YES YES YES YES YES YES NO NO |

FIG. 15

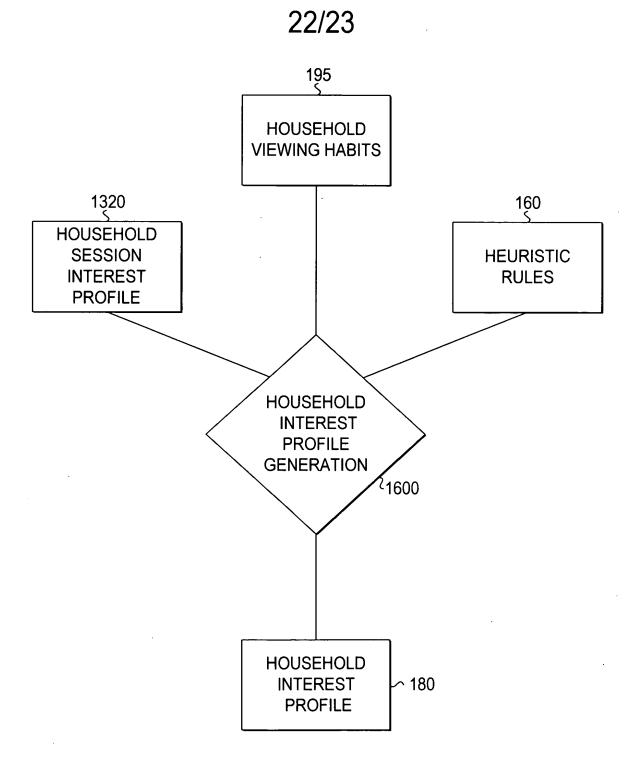


FIG. 16

| | | 1701 | 1703 | 1705 |
|-------|-------------|---|--------------------------|--------------------------------------|
| | | HOUSEHOLD INTEREST | AVERAGE VALUE | SESSION VALUE |
| 1709~ | PROGRAMMING | DRAMA ROMANCE ACTION SITCOM : SPORTS | 0.1 0.1 0.6 0.2 | 0.20 0.20 0.25 0.30 0.05 |
| 1707~ | PRODUCTS | HEALTH/EXCERCISE FOOD CHILD RELATED TOYS :: AUTOMOBILE | 0.6 0.3 0.0 0.0 | 0.2 0.4 0.1 0.1 |

FIG. 17

. . .